

IN THE SPECIFICATION

IN THE CLAIMS:

1. (Previously Presented) An electronic advertisement receiving apparatus for a user receiving advertisement information supplied from an advertiser comprising:

electronic advertisement receiving means for receiving an electronic advertisement including said advertisement information converted into electronic information;

presenting means for presenting to said user said advertisement information of said electronic advertisement received by said electronic advertisement receiving means;

presentation informing means for informing said advertiser of presentation information representing that said advertisement information of said electronic advertisement has been presented by said presenting means,

said electronic advertisement further includes identifying information for uniquely identifying the electronic advertisement,

said electronic advertisement receiving apparatus further comprises,

electronic advertisement storing means for storing at least one said electronic advertisement received by said electronic advertisement receiving means;

electronic advertisement storage control means for storing said electronic advertisement received by said electronic advertisement receiving means, when said identifying information does not match said identifying information of each of said at least one electronic advertisement stored in said electronic advertisement storing means, in said electronic advertisement storing means, and further comprising presentation information output means for outputting said presentation information to said user, wherein

said presentation information includes benefit information representing benefits supplied from said advertiser to said user in return for presentation of said advertisement information corresponding to said electronic advertisement.

2. (Cancelled)

3. (Cancelled)

4. (Previously Presented) The electronic advertisement receiving apparatus according to claim 1, wherein

said benefits are updated according to the number of times or a time period said advertisement information of said corresponding electronic advertisement is presented.

5. (Previously Presented) The electronic advertisement receiving apparatus according to claim 1, wherein

said electronic advertisement further includes procedure information representing a procedure for generating said presentation information while updating said benefits, and

said electronic advertisement receiving apparatus further comprises presentation information generating means for generating said presentation information while updating said benefits according to said procedure information of said electronic advertisement received by said electronic advertisement receiving means.

6. – 7. (Cancelled)

8. (Currently Amended) An electronic advertisement confirming apparatus for an advertiser comprising:

electronic advertisement supply means for supplying to a user an electronic advertisement including advertisement information converted into electronic information;

presentation information receiving means for receiving from said user supplied with said electronic advertisement from said electronic advertisement supply means presentation information representing that said advertisement information of said electronic advertisement has been presented to said user;

presentation information output means for outputting said presentation information received by said presentation information receiving means,

validity confirming means for confirming validity of said presentation information received by said presentation information receiving means, wherein said presentation information includes benefit information representing benefits supplied from said advertiser to said user in return for presentation of said advertisement information of corresponding to said electronic advertisement,

presentation information storing means for storing for each said user said presentation information with validity confirmed by said validity confirming means; and

analyzed electronic advertisement supply means for analyzing for each said user said advertisement information corresponding to said presentation information stored in said presentation information storing means to supply to said user via said electronic advertisement

supply means said electronic advertisement corresponding to said advertisement information having contents reflecting the analysis.

9. (Original) The electronic advertisement confirming apparatus according to claim 8, wherein

a plurality of said electronic advertisement corresponding to said advertisement information having the same contents are supplied to different said users and further include respective pieces of identifying information for uniquely identifying said electronic advertisements, and

said pieces of identifying information corresponding to respective pieces of presentation information stored in said presentation information storing means are different from each other.

10. (Previously Presented) An electronic advertisement supply system comprising:

an electronic advertisement distribution apparatus distributing an electronic advertisement including advertisement information corresponding to an advertiser, said advertisement information converted into electronic information, and comprising an electronic advertisement receiving apparatus receiving said electronic advertisement and presenting said electronic advertisement to a user,

said electronic advertisement distribution apparatus including electronic advertisement transmitting means for transmitting said electronic advertisement corresponding to said advertisement information requested by said advertiser to be distributed, said electronic

advertisement transmitted together with an identifier for uniquely identifying said electronic advertisement, and

said electronic advertisement receiving apparatus including response data transmitting means for generating, when said electronic advertisement is transmitted from said electronic advertisement transmitting means and received, response data representing reception of said electronic advertisement based on said identifier received together with said received electronic advertisement and transmitting the generated response data to said electronic advertisement distribution apparatus.

11. (Original) The electronic advertisement supply system according to claim 10, wherein

said electronic advertisement distribution apparatus further includes
response data receiving means for receiving said response data transmitted from said response data transmitting means and

distribution ending means calculating the number of distributed electronic advertisements based on said response data received by said response data receiving means for ending distribution of said electronic advertisements when the calculated number reaches a predetermined number.

12. (Original) The electronic advertisement supply system according to claim 10, wherein

said electronic advertisement distribution apparatus distributes said electronic advertisement to a limited area.

13. (Original) The electronic advertisement supply system according to claim 10, further comprising an electronic advertisement confirming apparatus for said advertiser, wherein

said electronic advertisement confirming apparatus includes

electronic advertisement distribution request means for requesting said electronic advertisement distribution apparatus to distribute said electronic advertisement,

presentation information receiving means for receiving from said user receiving said distributed electronic advertisement presentation information representing presentation of said electronic advertisement to the user, and

presentation information output means for outputting said presentation information received by said presentation information receiving means.

14. (Original) The electronic advertisement supply system according to claim 13, wherein

said electronic advertisement confirming apparatus further includes presentation information storing means for storing for each said user said presentation information received by said presentation information receiving means, and

said advertisement information corresponding to said presentation information stored in said presentation information storing means is analyzed for each user and said electronic

advertisement corresponding to said advertisement information having contents reflecting the analysis is distributed to the user via said electronic advertisement distribution request means.

15. (Original) The electronic advertisement supply system according to claim 13, wherein

said presentation information includes benefit information representing benefits supplied from said advertiser to said user in return for presentation of said advertisement information of corresponding said electronic advertisement.

16. (Previously Presented) The electronic advertisement confirming apparatus according to claim 15, wherein

said benefits are updated according to the number of times or the period of time said advertisement information of said corresponding electronic advertisement is presented.

17. (Previously Presented) The electronic advertisement receiving apparatus according to claim 1, wherein

said presentation informing means informs said advertiser of said presentation information through a first communication line different from a second communication line through which said electronic advertisement receiving means receives said electronic advertisement.

18. (Previously Presented) The electronic advertisement receiving apparatus according to claim 17, wherein

said first communication line is a line of short-haul wireless communication.

19. (Previously Presented) The electronic advertisement confirming apparatus according to claim 13, wherein

said presentation information receiving means receives said presentation information from said user through a first communication line different from a second communication line through which said electronic advertisement supply means supplies said electronic advertisement to said user.

20. (Previously Presented) The electronic advertisement confirming apparatus according to claim 19, wherein said first communication line is a line of short-haul wireless communication.

21. (Previously Presented) The electronic receiving apparatus according to claim 1, wherein the electronic apparatus is a user portable electronic apparatus.